



## Shop! ANZ 2022 Retail Marketing Awards Categories and Questions

24 categories across two streams: Physical Store and Shopper experience.

For the Physical Store stream, 6 of the categories provide for two divisions with separate awards for Temporary and Permanent displays.

- (Temporary – up to 4 months)
- (Permanent – over 4 months)

### Quick info and commonly asked questions

1. Early Bird Deadline – 31 December. Final Deadline 16 January
2. Instore dates – 1 January 2022 – 31 December 2022
3. Choosing a category – Read through the categories from page 10 in the [SHOP ANZ AWARDS ENTRANT INFORMATION.pdf](#) After you chose a category for your entry, have a look at the specific questions allocated to that category as questions vary from category to category.
4. Multiple categories - If you are choosing more than one category for each entry, the advice is to complete one entry in full first, then see what gaps and changes you need to suit the questions in the second category.
5. No minimum production run *except* for the Produced in ANZ award. The minimum for this category is 25.
6. Please note that this is simply an offline guide to assist entrants and their clients. You can use this template to help complete the required information offline, and copy your answers into the appropriate question online. Entries will only be accepted using the online form.
7. For online entry go to [Marketingatretail.awardsplatform.com/](https://Marketingatretail.awardsplatform.com/)

## **List of categories in 2022**

### **Physical store categories:**

1. Large or Department Store – (open to temporary and permanent)
2. Grocery Store (Food) – Temporary Display
3. Grocery Store (Food) – Permanent Display
4. Grocery Store (Non-Food) – (open to temporary and permanent)
5. Liquor – Temporary Display
6. Liquor – Permanent Display
7. Petrol, Convenience & Route – (open to temporary and permanent)
8. Health & Beauty – Temporary Display
9. Health & Beauty – Permanent Display
10. Consumer Electronics – Temporary Display
11. Consumer Electronics – Permanent Display
12. Specialty Retail, Lifestyle & Service Providers – Temporary Display
13. Specialty Retail, Lifestyle & Service Providers – Permanent Display
14. Category Management - (open to temporary and permanent)
15. Window Displays - (open to temporary and permanent)
16. Store Design (open to temporary and permanent)
17. *POP This* Retail Industrial Design – Temporary
18. *POP This* Retail Industrial Design – Permanent
19. *Centrum Group* Produced in ANZ (open to temporary and permanent) min run 25

### **Shopper Experience categories:**

20. Digital Instore, Mobile, Social & Online
21. Experiential
22. Sales Promotion
23. Occasion-based Shopper Campaign
24. Integrated Path to Purchase Campaign

### **Special Award: Environmental stewardship – 5P Group Awards Sponsor**

For categories where environmental impact may form part of a project, a separate question (6) will be included in the online entry process if your entry category is eligible. This is a voluntary question to answer. Please refer to information in question 6 if this question is included in your category.

**General information required:**

|  |  |
|--|--|
| <b>Title of entry:</b>                   |  |
| <b>Client Contact:</b>                   |  |
| <b>Email:</b>                            |  |
| <b>Phone:</b>                            |  |
| <b>In-store Date:</b>                    |  |
| <b>Duration In-store:</b>                |  |
| <b>Production Run<br/>Quantity:</b>      |  |
| <b>Category &amp;<br/>Category Name:</b> |  |

## Awards templates:

- Below is a guide to help with most categories.
- Categories 17, 18, 19, 22 and 26 have significantly different questions, so we have created separate templates for these on the following pages.
- Please remember to refer to the ENTRY QUESTIONS pages for specific categories from [page 17](#) of the [SHOP ANZ AWARDS ENTRANT INFORMATION.pdf](#)

### QUESTION 1: WHY – (BACKGROUND, CONTEXT AND TASK)

| Choose one of these that aligns with the award category you are entering | Physical Store Temporary   | Physical Store Permanent  | Shopper Experience   |
|--|--|---|--|
|  | Brief description of the context which the creative solution was founded upon. | What is the background and market context for this installation? What was the brief issued? | What is the background and market context for this campaign? |
| Answer max 120 words   |  |   |  |

### QUESTION 2: WHAT - (OBJECTS, INSIGHTS AND CRITICAL CRITERIOR) MAX 180 WORDS

| Choose one of these that aligns with the award category you are entering | Physical Store Temporary   | Physical Store Permanent   | Shopper Experience   |
|--|--|--|--|
|  | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) |
| Answer max 180 words   |  |  |  |

**QUESTION 3: HOW (ACTIVITIES AND SOLUTION)**

| <b>Choose one of these that aligns with the award category you are entering</b> | <b>Physical Store Temporary</b>  | <b>Physical Store Permanent</b>  | <b>Shopper Experience</b>  |
|---|--|--|--|
|   | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) |
| Answer max 220 words  |  |  |  |

**QUESTION 4 – INNOVATION** – over and above distinguishing. Is there something unique that sets this activation/display apart?

| <b>Choose one of these that aligns with the award category you are entering</b> | <b>Physical Store Temporary</b>  | <b>Physical Store Permanent</b>  | <b>Shopper Experience</b>  |
|---|--|--|--|
|   | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) |
| Answer max 150 words  |  |  |  |

**QUESTION 5 – RESULTS** (Outcomes – sales, ROI, impact, influence, inputs)

| <b>Choose one of these that aligns with the award category you are entering</b> | <b>Physical Store Temporary</b>  | <b>Physical Store Permanent</b>  | <b>Shopper Experience</b>  |
|---|--|--|--|
|   | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) | Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) |
| Answer max 180 words  |  |  |  |

**QUESTION 6 – ENVIRONMENTAL STEWARDSHIP / \*\*OPTIONAL\*\***

| <b>Choose one of these that aligns with the award category you are entering</b> | <b>Physical Store Temporary</b>   | <b>Physical Store Permanent</b>   | <b>Shopper Experience</b>   |
|---|---|---|---|
|   | Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it's life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product. | Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it's life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product. | Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it's life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product. |
| Max 220 words   |   |   |   |

## RETAIL INDUSTRIAL DESIGN AWARD (Cat. 17 Temporary & Cat. 18 Permanent) – QUESTIONS

### **Q1: Why/What (background, context & task)**

A brief description of the context with which the creative solution was founded upon. What were the objectives of this Industrial Design project or feature? What is the background and market context for the design of this display? What was the key design element or challenge that needed addressing?  
(Include metrics and quantify where possible)

**Max 200 words**

### **Q2: How (Design features, solution)**

Describe the key factors that enabled the particular Industrial Design element or project to maximise the execution in the retail environment.

- Consider the following:
- Design impact, fit for purpose
- Integration of technology and sensory elements; e.g. digital screens, push button elements, NFC and other online integration tools, fragrance.
- Stock weight management
- Ease of distribution & installation
- Function & shop-ability
- Integration within retail space
- Materials and production
- Consider how design has reduced complexity of fabrication and assembly
- Cost
- Usability & efficiency

**Max 220 words**

### **Q3: Form (Materials used, innovation, manufacturing processes)**

Outline the specific processes or skills used in the construction of this display that distinguish it from other displays, including elements of design, construction & function, which have maximised efficiency for the client, supplier and shoppers, material choice, and the manufacturing processes used. Consider the principle of 'Form Follows Function'.

**Max 150 words.**

### **Q4: Functionality (Materials used, innovation, manufacturing processes)**

Outline the specific processes or skills used in the construction of this display that distinguish it from other displays, including elements of design, construction & function, which have maximised efficiency for the client, supplier and shoppers, material choice, and the manufacturing processes used.

Outline any innovation in regard to use of technology and sensory elements.

Consider development of modular designs to create flexibility and scale.

**Max 150 words.**

### **Q5: Results Outcomes –sales, ROI, impact, influence, inputs**

Outline the effectiveness of the specific Industrial Design elements, taking into consideration how it achieved the objectives or addressed the challenges and background reflected stated in Question 1.

Include results relating to the brand, shopper and retailer.

Substantiate with brand metrics, sales, cost savings, logistical benefits, or other relevant results where possible.

**Max 180 words**

**Cat. 19 - PRODUCED IN ANZ AWARD – QUESTIONS**

|   |
|---|
| <p><b>Q1: Why (Background, context &amp; task)</b><br/>What is the background and market context for this installation? Why was the brief issued?</p>   |
| <p><b>Max 120 words</b></p>   |
| <p><b>Q2: What (Objectives, insight &amp; critical criteria)</b><br/>Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible)</p>   |
| <p><b>Max 180 words</b></p>   |
| <p><b>Q3: How (Components, engagement)</b><br/>Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following:</p> <ul style="list-style-type: none"> <li>- Design impact, fit for purpose</li> <li>- Stock weight &amp; management</li> <li>- Flexibility &amp; campaign-ability</li> <li>- Shopper engagement</li> <li>- Navigation &amp; shop-ability</li> <li>- Function &amp; education</li> <li>- Integration within retail space</li> <li>- Materials and production</li> </ul> |
| <p><b>Max 120 words</b></p>   |
| <p><b>Q4: ANZ Produced Credentials. (Details of Australian &amp; New Zealand production processes)</b></p> <ul style="list-style-type: none"> <li>- Outline how this display was designed and produced in Australia or NZ.</li> <li>- What design features showcase the uniquely Australian or NZ design?</li> <li>- Demonstrate that the main material choice and manufacturing process was carried out in Australia or NZ.</li> </ul>   |
| <p><b>Max 180 words.</b></p>  |
| <p><b>Q5: Results Outcomes (Compliance, conversion)</b><br/>Outline the effectiveness of the campaign, specifically how it achieved the objectives and reflected the insight as stated in Question 1. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible.</p>  |
| <p><b>Max 180 words</b></p>   |